

Message Text

UNCLASSIFIED

PAGE 01 ASUNCI 04991 031856Z

64

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

----- 065729

R 031808Z DEC 74

FM AMEMBASSY ASUNCION

TO USDOC WASHDC

INFO SECSTATE WASHDC 3975

UNCLAS ASUNCION 4991

USDOC

E.O. 11652: N/A

TAGS: BBSR, PA

SUBJECT: WTDR - EDMUNDO ROLON COMERCIAL E INDUSTRIAL
S.A. (ERCISA)

REF: USDOC 15739

1. ADDRESS: CALLE L.A. DE HERRERA ESQUINA TACUARI,
ASUNCION, PARAGUAY. CABLES: ERCISA, ASUNCION.
PHONE: 41268. OFFICIAL: DR. EDMUNDO ROLAN, MANAGER.

2. MEDIUM SIZE FIRM ESTABLISHED 1969. EMPLOYS 14
OF WHICH 4 ARE OFFICE PERSONNEL, 8 GARAGE PERSONNEL,
AND 2 SALESMEN. PROVIDES SALES, SERVICE AND REPAIR.

3. FINANCIAL REFERENCES: BANCO PARAGUAYO DE COMERCIO S.A.,
CASILLA POSTAL 1043, BANCO DE LA NACION ARGENTINA,
CASILLA POSTAL 64; BOTH OF ASUNCION, PARAGUAY. TRADE
REFERENCE: IKA-RENAULT S.A. COMERCIAL E INDUSTRIAL
FINANCIERA, CALLE ORO 1744, BUENOS AIRES, ARGENTINA.

4. ONLY FIRM REPRESENTED: IKA-RENAULT S.A.
COMERCIAL E INDUSTRIAL FINANCIERA, PASSENGER AND
LIGHT TRUCK MOTOR VEHICLES, SINCE 1969.

5. ERCISA, AS THIS FIRM IS LOCALLY KNOWN, WAS
FOUNDED AS DEALERSHIP FOR IKA-RENAULT MOTOR VEHICLES
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 ASUNCI 04991 031856Z

MANUFACTURED IN ARGENTINA. ERCISA SHARES THIS MARKET

WITH A LEADING LOCAL COMPANY WHICH HOLDS EXCLUSIVE PARAGUAYAN DISTRIBUTORSHIP RIGHTS FOR IKA-RENAULT. ERCISA IS CONTROLLED BY RETIRED ARMY GENERAL RAIMUNDO ROLON AND HIS FAMILY, WHO HOLD SIZEABLE PERSONAL ASSETS IN THE FORM OF REAL ESTATE AND CATTLE RANCHING OPERATIONS. THE FIRM OPERATES FROM ADEQUATE RENTED FACILITIES, AT STREET LEVEL, IN THE CENTER OF ASUNCION. THESE FACILITIES INCLUDE OFFICES, AMPLE EXHIBITION ROOMS, AND A SERVICE AND REPAIR SHOP FOR THE VEHICLES IT SELLS. ERCISA OWN A VALUABLE PIECE OF REAL ESTATE WHERE IT ONCE INTENDED TO BUILD ITS OWN PREMISES. THIS PROPERTY IS ADJACENT TO THE CONSTRUCTION SITE OF A MUNICIPAL OVERPASS. THE PROPERTY MAY BE DECLARED PUBLIC DOMAIN. ERCISA HAS NOT SHOWN STEADY PROGRESS. ACCORDING TO BANK SOURCES, LOAN REPAYMENTS HAVE BEEN SOMEWHAT DELAYED. IMPORTS FROM ARGENTINA ARE OCCASIONALLY SUBJECT TO LIMITATIONS AND THE FACT THE FIRM ONLY HANDLES THIS ONE LINE HAS POSSIBLY HINDERED ITS PROGRESS. ERCISA HAS INDICATED ITS INTENTIONS TO DIVERSITY INTO THE IMPORTATION, WHOLESALING AND RETAILING OF AMERICAN AND EUROPEAN MOTOR VEHICLES PARTS AND ACCESSORIES. IN VIEW OF ERCISA'S SOMEWHAT CLOUDED CREDIT RECORD, THE EMBASSY RECOMMENDS THAT AMERICAN FIRMS TRANSACT BUSINESS ON A LETTER OF CREDIT BASIS UNTIL MUTUAL CONFIDENCE CAN BE ESTABLISHED.

BRIGGS

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 03 DEC 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974ASUNCI04991
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740350-0864
From: ASUNCION
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741266/aaaacej.tel
Line Count: 87
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: USDOC 15739
Review Action: RELEASED, APPROVED
Review Authority: CollinP0
Review Comment: n/a
Review Content Flags:
Review Date: 18 SEP 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <18 SEP 2002 by ReddocGW>; APPROVED <13 FEB 2003 by CollinP0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: WTDR - EDMUNDO ROLON COMERCIAL E INDUSTRIAL S.A. (ERCISA)
TAGS: BBSR, PA
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005